



# TAURANGA COMMERCIAL RADIO - SURVEY 4 2022

Station Share (%) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8.2	6.1	2.1	4	5.1	2.9	2.2	5.5	3.7	1.8	8.6	4.5	4.1	9.0	5.2	3.8	10.4	8.2	2.2	7.7	6.3	1.4	5.9	5.6	0.3
Coast	6.3	6.9	-0.6	8	3.1	4.3	-1.2	2.7	3.4	-0.7	1.2	2.3	-1.1	2.5	3.5	-1.0	4.3	4.2	0.1	10.5	10.3	0.2	1.2	3.7	-2.5
Edge	4.8	5.0	-0.2	11	7.9	14.1	-6.2	5.9	7.1	-1.2	10.9	7.5	3.4	7.8	6.7	1.1	2.4	2.8	-0.4	1.4	1.0	0.4	6.5	5.9	0.6
Gold	5.4	5.2	0.2	10	0.5	0.5	0.0	3.0	4.3	-1.3	4.5	5.7	-1.2	6.9	7.0	-0.1	12.3	10.3	2.0	8.2	7.0	1.2	11.0	10.2	0.8
Gold Sport**	0.2	0.2	0.0	20	0.3	0.3	0.0	*	*	*	*	*	*	0.1	0.1	0.0	0.4	0.3	0.1	0.4	0.2	0.2	0.1	0.2	-0.1
Life FM	1.2	0.6	0.6	15	2.6	1.1	1.5	0.4	0.2	0.2	*	0.2	*	0.2	0.4	-0.2	1.8	0.8	1.0	1.8	0.7	1.1	0.8	0.7	0.1
Magic	6.7	6.8	-0.1	7	0.4	0.5	-0.1	0.5	0.4	0.1	0.7	0.5	0.2	1.5	1.0	0.5	4.7	7.3	-2.6	11.7	11.6	0.1	4.0	1.4	2.6
Mai FM	4.0	4.2	-0.2	12	9.6	10.1	-0.5	8.5	7.7	0.8	9.2	8.2	1.0	5.9	6.9	-1.0	0.5	2.0	-1.5	0.2	0.1	0.1	6.9	8.2	-1.3
Moana Radio	0.5	0.4	0.1	16	0.8	0.7	0.1	1.2	0.8	0.4	1.4	0.8	0.6	0.9	0.5	0.4	0.1	*	*	0.1	0.4	-0.3	*	*	*
More FM	7.5	7.5	0.0	6	4.6	7.2	-2.6	10.8	11.0	-0.2	12.3	11.2	1.1	10.2	9.7	0.5	9.5	9.7	-0.2	7.4	7.7	-0.3	5.4	6.9	-1.5
Newstalk ZB	12.0	13.3	-1.3	1	0.4	1.2	-0.8	1.2	1.5	-0.3	3.1	3.5	-0.4	7.5	8.0	-0.5	11.0	14.3	-3.3	14.0	16.8	-2.8	4.1	9.4	-5.3
Radio Hauraki	2.8	3.2	-0.4	13	4.4	3.2	1.2	4.5	3.3	1.2	4.1	4.4	-0.3	4.9	5.4	-0.5	3.2	5.0	-1.8	0.4	1.8	-1.4	7.2	7.4	-0.2
Rhema	0.3	1.2	-0.9	19	0.2	0.2	0.0	*	0.5	*	0.1	0.6	-0.5	0.1	0.4	-0.3	0.2	2.7	-2.5	0.7	2.7	-2.0	0.7	1.1	-0.4
Rock	9.4	9.9	-0.5	2	17.8	13.3	4.5	24.3	24.1	0.2	16.2	22.4	-6.2	11.8	17.1	-5.3	7.9	6.7	1.2	5.6	3.9	1.7	8.2	9.8	-1.6
SENZ Sport	0.4	0.4	0.0	17	*	*	*	*	*	*	*	*	*	*	*	*	0.2	0.4	-0.2	0.9	1.0	-0.1	*	*	*
Star	0.4	0.6	-0.2	17	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1.2	0.7	0.5	*	*	*
Tainui Live	*	*	*	*	0.1	0.1	0.0	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	0.1	*
The Hits	6.2	5.9	0.3	9	8.6	11.8	-3.2	6.1	7.7	-1.6	5.9	6.3	-0.4	8.4	6.6	1.8	8.2	5.4	2.8	4.0	4.0	0.0	13.7	12.0	1.7
The Sound	8.9	8.3	0.6	3	10.0	2.3	7.7	7.5	4.9	2.6	5.4	7.1	-1.7	5.5	6.5	-1.0	10.4	10.9	-0.5	15.4	16.1	-0.7	6.1	4.3	1.8
Today FM*	2.1	3.0	-0.9	14	*	*	*	*	0.1	*	0.1	0.3	-0.2	0.6	1.7	-1.1	1.3	2.7	-1.4	3.3	3.8	-0.5	0.6	2.9	-2.3
ZM	8.0	6.8	1.2	5	16.7	16.3	0.4	8.9	10.3	-1.4	9.2	9.6	-0.4	11.3	9.3	2.0	8.0	4.7	3.3	1.2	1.1	0.1	7.9	6.3	1.6
MediaWorks Combo	52.4	51.8	0.6		56.3	51.7	4.6	65.5	61.7	3.8	65.9	64.0	1.9	54.0	56.8	-2.8	47.6	50.7	-3.1	52.8	50.5	2.3	44.5	46.1	-1.6
NZME Combo	40.9	41.5	-0.6		34.0	37.7	-3.7	26.8	30.7	-3.9	28.6	32.1	-3.5	42.0	40.1	1.9	47.5	44.4	3.1	38.6	41.3	-2.7	45.3	49.1	-3.8
Potential (000)	189.0	189.0	0.0		37.0	37.0	0.0	54.1	53.9	0.2	53.1	53.1	0.0	80.2	80.2	0.0	53.9	53.9	0.0	51.2	51.2	0.0	30.1	27.2	2.9
Sample	808	860	-52		107	119	-12	156	159	-3	165	172	-7	266	281	-15	225	248	-23	276	300	-24	116	113	3

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Humm FM (from S4 2022)

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# TAURANGA COMMERCIAL RADIO - SURVEY 4 2022

Station Share (%) by Daypart, People 10+

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	189.0	189.0	0.0
Sample Size	808	860	-52

	Breakfast				Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am				Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	6.6	5.5	1.1	6	10.3	7.2	3.1	9.4	6.0	3.4	6.5	4.4	2.1	3.9	2.6	1.3	8.5	7.2	1.3	8.1	7.2	0.9
Coast	5.0	5.3	-0.3	10	7.0	6.8	0.2	6.4	7.8	-1.4	8.3	9.1	-0.8	4.5	4.8	-0.3	0.8	0.5	0.3	6.7	7.5	-0.8
Edge	4.1	4.6	-0.5	12	4.7	3.7	1.0	5.4	5.2	0.2	5.2	6.9	-1.7	4.7	7.5	-2.8	1.8	2.3	-0.5	5.1	5.2	-0.1
Gold	4.8	4.3	0.5	11	7.7	8.2	-0.5	5.9	5.7	0.2	3.7	3.0	0.7	1.4	1.5	-0.1	6.2	4.4	1.8	4.9	4.9	0.0
Gold Sport**	0.7	0.4	0.3	16	0.1	0.1	0.0	*	*	*	0.2	0.2	0.0	0.1	*	*	*	*	*	0.2	0.1	0.1
Life FM	1.3	0.5	0.8	15	0.5	0.4	0.1	0.5	0.4	0.1	1.9	1.0	0.9	1.8	0.2	1.6	1.7	*	*	1.7	0.9	0.8
Magic	5.1	4.8	0.3	9	7.6	8.0	-0.4	7.1	6.7	0.4	4.5	4.9	-0.4	7.3	5.2	2.1	3.6	3.2	0.4	8.4	9.4	-1.0
Mai FM	7.0	6.3	0.7	5	2.8	3.1	-0.3	3.8	4.3	-0.5	1.8	2.6	-0.8	3.9	6.1	-2.2	4.5	5.2	-0.7	3.4	3.6	-0.2
Moana Radio	0.6	0.5	0.1	17	0.2	0.2	0.0	0.7	0.7	0.0	0.6	0.4	0.2	*	*	*	*	*	*	0.6	0.6	0.0
More FM	6.1	6.0	0.1	8	9.0	9.3	-0.3	7.0	6.9	0.1	8.9	9.3	-0.4	4.4	7.7	-3.3	1.7	3.2	-1.5	8.6	7.6	1.0
Newstalk ZB	16.6	18.7	-2.1	1	6.4	8.3	-1.9	5.5	7.8	-2.3	13.4	15.1	-1.7	32.6	29.3	3.3	37.7	40.7	-3.0	11.4	10.5	0.9
Radio Hauraki	2.1	3.5	-1.4	14	2.7	3.4	-0.7	3.8	3.4	0.4	2.9	3.7	-0.8	2.0	1.7	0.3	3.1	4.5	-1.4	2.3	2.4	-0.1
Rhema	0.3	1.9	-1.6	18	0.1	0.3	-0.2	0.1	0.4	-0.3	0.5	1.6	-1.1	0.1	0.2	-0.1	1.0	1.8	-0.8	0.6	1.9	-1.3
Rock	9.1	7.8	1.3	3	10.0	10.7	-0.7	11.5	11.8	-0.3	9.8	7.9	1.9	3.4	5.6	-2.2	5.5	5.4	0.1	8.3	11.4	-3.1
SENZ Sport	0.3	0.3	0.0	18	0.7	0.8	-0.1	0.4	0.5	-0.1	*	*	*	*	*	*	*	*	*	0.4	0.5	-0.1
Star	0.2	0.3	-0.1	20	0.4	0.5	-0.1	0.4	0.9	-0.5	0.1	0.7	-0.6	0.5	0.5	0.0	0.8	0.8	0.0	0.6	0.7	-0.1
Tainui Live	*	*	*	*	*	0.1	*	*	*	*	*	0.1	*	*	*	*	0.3	0.3	0.0	*	*	*
The Hits	6.5	6.2	0.3	7	6.6	7.4	-0.8	7.1	6.8	0.3	6.8	5.8	1.0	2.2	1.6	0.6	6.4	3.1	3.3	5.3	4.9	0.4
The Sound	7.1	8.2	-1.1	4	8.5	7.6	0.9	11.1	10.2	0.9	9.8	8.6	1.2	9.7	7.4	2.3	2.0	3.5	-1.5	8.9	7.8	1.1
Today FM*	2.8	3.4	-0.6	13	2.1	3.5	-1.4	1.0	1.7	-0.7	0.9	2.4	-1.5	1.4	4.1	-2.7	7.3	7.0	0.3	2.7	3.3	-0.6
ZM	9.3	8.1	1.2	2	5.7	4.4	1.3	6.6	6.3	0.3	11.2	9.7	1.5	9.7	10.1	-0.4	6.2	6.2	0.0	8.5	6.0	2.5
MediaWorks Combo	48.9	47.7	1.2		56.4	54.6	1.8	57.3	54.0	3.3	48.0	47.7	0.3	39.2	46.6	-7.4	35.3	37.3	-2.0	53.7	55.9	-2.2
NZME Combo	45.1	46.4	-1.3		36.8	38.9	-2.1	35.3	37.9	-2.6	46.6	46.7	-0.1	52.6	49.0	3.6	60.4	59.4	1.0	39.3	36.6	2.7

NB: SUM OF INDIVIDUAL STATIONS MAY NOT ADD TO NETWORK COMBO TOTAL DUE TO ROUNDING

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Humm FM (from S4 2022)

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# TAURANGA COMMERCIAL RADIO - SURVEY 4 2022

Cumulative Audience (000's) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

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	All 10+				People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	22.5	20.7	1.8	5	3.6	3.7	-0.1	3.8	4.4	-0.6	4.4	4.7	-0.3	9.8	9.5	0.3	9.7	8.1	1.6	6.7	5.5	1.2	4.6	3.9	0.7
Coast	18.5	22.7	-4.2	10	2.9	3.5	-0.6	4.0	5.8	-1.8	4.0	6.1	-2.1	6.5	8.8	-2.3	5.3	5.3	0.0	6.6	7.1	-0.5	1.5	2.3	-0.8
Edge	24.8	24.1	0.7	4	10.3	11.2	-0.9	8.4	9.8	-1.4	9.1	8.1	1.0	12.6	11.3	1.3	5.0	4.6	0.4	1.9	1.7	0.2	4.9	4.2	0.7
Gold	12.8	13.4	-0.6	13	2.8	2.3	0.5	2.5	2.9	-0.4	2.6	3.7	-1.1	5.1	6.1	-1.0	5.7	5.2	0.5	4.7	4.4	0.3	1.3	1.1	0.2
Gold Sport**	2.7	2.6	0.1	18	1.6	1.7	-0.1	*	0.1	*	*	0.1	*	0.2	0.3	-0.1	0.9	0.8	0.1	0.7	0.5	0.2	0.2	0.2	0.0
Life FM	6.1	4.6	1.5	15	3.7	2.9	0.8	1.1	0.5	0.6	0.3	0.4	-0.1	0.6	0.8	-0.2	1.7	0.9	0.8	1.7	0.7	1.0	0.7	0.5	0.2
Magic	17.9	16.6	1.3	11	1.0	1.0	0.0	1.5	1.4	0.1	2.4	2.2	0.2	3.3	3.1	0.2	5.7	5.8	-0.1	9.3	8.2	1.1	3.7	1.8	1.9
Mai FM	21.0	21.6	-0.6	8	9.3	9.0	0.3	9.6	9.8	-0.2	10.1	9.7	0.4	10.7	11.7	-1.0	0.7	2.4	-1.7	0.9	0.8	0.1	4.0	4.5	-0.5
Moana Radio	4.8	3.9	0.9	16	2.9	2.7	0.2	1.4	0.9	0.5	1.4	0.9	0.5	1.7	0.9	0.8	0.3	*	*	*	*	0.1	*	*	*
More FM	21.5	22.7	-1.2	7	6.9	6.5	0.4	7.4	9.3	-1.9	5.5	8.2	-2.7	9.5	11.3	-1.8	7.6	6.7	0.9	4.3	4.2	0.1	4.0	4.5	-0.5
Newstalk ZB	27.5	30.1	-2.6	2	2.0	3.0	-1.0	2.6	3.1	-0.5	3.8	4.1	-0.3	8.9	9.6	-0.7	10.2	11.6	-1.4	10.3	11.5	-1.2	3.7	4.7	-1.0
Radio Hauraki	13.1	13.6	-0.5	12	4.3	3.9	0.4	4.3	4.5	-0.2	5.6	6.1	-0.5	7.6	8.2	-0.6	3.1	3.5	-0.4	1.1	1.4	-0.3	4.0	4.4	-0.4
Rhema	4.1	3.6	0.5	17	0.2	0.2	0.0	*	0.6	*	0.5	1.1	-0.6	0.5	1.1	-0.6	2.0	1.0	1.0	2.8	1.6	1.2	2.4	1.3	1.1
Rock	25.7	28.8	-3.1	3	9.4	9.4	0.0	14.4	16.6	-2.2	10.2	12.6	-2.4	12.4	15.7	-3.3	5.6	6.0	-0.4	3.9	3.7	0.2	3.6	3.6	0.0
SENZ Sport	1.5	1.3	0.2	19	*	*	*	*	*	*	*	*	*	*	*	*	0.5	0.4	0.1	1.1	0.9	0.2	*	*	*
Star	1.1	1.3	-0.2	20	*	*	*	*	*	*	*	*	*	*	*	*	0.1	0.1	0.0	1.1	1.0	0.1	*	*	*
Tainui Live	0.3	1.0	-0.7	21	0.3	0.6	-0.3	0.1	0.1	0.0	*	*	*	*	0.4	*	*	0.4	*	*	*	*	*	0.4	*
The Hits	20.4	23.5	-3.1	9	4.4	6.3	-1.9	6.1	7.2	-1.1	6.2	7.2	-1.0	10.7	11.0	-0.3	7.7	7.3	0.4	4.7	5.6	-0.9	5.7	6.2	-0.5
The Sound	21.9	22.6	-0.7	6	4.8	3.6	1.2	3.5	4.3	-0.8	5.7	5.9	-0.2	9.6	10.0	-0.4	8.5	9.5	-1.0	7.0	8.6	-1.6	2.9	2.1	0.8
Today FM*	6.3	9.6	-3.3	14	*	0.4	*	*	0.1	*	0.2	0.4	-0.2	1.9	3.0	-1.1	2.9	4.7	-1.8	3.5	4.1	-0.6	0.6	1.1	-0.5
ZM	27.8	28.2	-0.4	1	11.3	11.3	0.0	10.7	13.4	-2.7	9.2	10.8	-1.6	14.1	14.2	-0.1	6.8	5.3	1.5	1.9	2.1	-0.2	5.1	5.2	-0.1
MediaWorks Combo	108.9	110.0	-1.1		26.5	26.9	-0.4	33.1	35.3	-2.2	30.8	31.7	-0.9	46.4	48.0	-1.6	31.5	33.0	-1.5	27.7	26.8	0.9	18.9	17.6	1.3
NZME Combo	93.6	100.5	-6.9		19.0	19.9	-0.9	25.8	30.5	-4.7	25.2	29.4	-4.2	42.0	45.2	-3.2	31.3	31.0	0.3	24.4	26.5	-2.1	15.2	17.5	-2.3
All Commercial Radio	152.9	152.9	0.0		31.2	29.4	1.8	43.6	44.9	-1.3	43.2	44.9	-1.7	66.4	68.4	-2.0	46.5	46.6	-0.1	41.7	41.3	0.4	27.2	25.1	2.1
Potential (000)	189.0	189.0	0.0		37.0	37.0	0.0	54.1	53.9	0.2	53.1	53.1	0.0	80.2	80.2	0.0	53.9	53.9	0.0	51.2	51.2	0.0	30.1	27.2	2.9
Sample	808	860	-52		107	119	-12	156	159	-3	165	172	-7	266	281	-15	225	248	-23	276	300	-24	116	113	3

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Humm FM (from S4 2022)

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# TAURANGA COMMERCIAL RADIO - SURVEY 4 2022

Cumulative Audience (000's) by Daypart, People 10+

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	189.0	189.0	0.0
Sample Size	808	860	-52

	Breakfast Mon-Fri 6am-9am				Morning Mon-Fri 9am-12md			Afternoon Mon-Fri 12md-4pm			Drive Mon-Fri 4pm-7pm			Night Mon-Fri 7pm-12mn			Mid Dawn Mon-Fri 12mn-6am			Weekend Sat-Sun 12mn-12mn		
	This	Last	+/-	Rank	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	9.8	10.4	-0.6	8	10.4	9.7	0.7	13.2	13.0	0.2	11.7	9.0	2.7	4.2	2.8	1.4	2.5	2.5	0.0	13.6	12.0	1.6
Coast	7.9	8.2	-0.3	11	7.3	8.5	-1.2	9.6	11.8	-2.2	8.7	11.3	-2.6	2.4	2.5	-0.1	1.1	0.8	0.3	9.4	11.9	-2.5
Edge	13.4	12.0	1.4	5	9.0	8.2	0.8	11.8	12.4	-0.6	8.5	9.9	-1.4	2.6	4.4	-1.8	1.7	1.2	0.5	14.9	15.4	-0.5
Gold	6.1	6.2	-0.1	12	6.3	7.6	-1.3	6.5	7.3	-0.8	4.3	4.0	0.3	1.5	1.4	0.1	1.4	0.8	0.6	7.3	8.4	-1.1
Gold Sport**	1.7	1.4	0.3	17	0.4	0.3	0.1	*	*	*	0.3	0.6	-0.3	0.3	0.1	0.2	*	*	*	1.5	1.5	0.0
Life FM	2.9	1.5	1.4	15	1.9	1.3	0.6	1.9	1.3	0.6	3.7	2.4	1.3	1.1	0.5	0.6	0.2	*	*	3.5	2.2	1.3
Magic	9.4	8.1	1.3	10	11.5	10.5	1.0	9.0	7.9	1.1	5.0	6.1	-1.1	4.9	3.4	1.5	1.3	2.2	-0.9	10.4	11.6	-1.2
Mai FM	14.5	13.4	1.1	3	7.3	7.6	-0.3	10.2	11.2	-1.0	3.9	6.8	-2.9	5.7	6.2	-0.5	3.5	3.5	0.0	9.9	11.1	-1.2
Moana Radio	2.9	2.2	0.7	15	0.8	0.7	0.1	3.0	2.1	0.9	2.0	1.2	0.8	*	*	*	*	*	*	2.2	2.1	0.1
More FM	9.7	11.2	-1.5	9	10.2	10.4	-0.2	10.6	10.4	0.2	10.7	12.1	-1.4	3.2	3.7	-0.5	0.4	0.7	-0.3	7.3	7.9	-0.6
Newstalk ZB	19.1	21.1	-2.0	1	11.6	14.9	-3.3	12.5	14.7	-2.2	12.2	14.9	-2.7	7.8	8.2	-0.4	6.2	7.4	-1.2	16.8	16.4	0.4
Radio Hauraki	4.4	5.9	-1.5	13	4.0	4.4	-0.4	5.9	5.9	0.0	4.1	6.1	-2.0	2.0	2.1	-0.1	1.4	1.8	-0.4	7.2	6.6	0.6
Rhema	1.3	1.9	-0.6	18	0.9	1.6	-0.7	0.5	1.2	-0.7	0.4	1.3	-0.9	0.2	0.7	-0.5	0.2	0.5	-0.3	2.9	1.9	1.0
Rock	10.4	12.5	-2.1	7	11.3	13.9	-2.6	13.4	14.2	-0.8	11.7	11.9	-0.2	3.9	5.3	-1.4	3.8	3.9	-0.1	14.9	17.6	-2.7
SENZ Sport	1.1	1.0	0.1	19	1.0	0.7	0.3	0.4	0.6	-0.2	*	*	*	*	*	*	*	*	*	0.4	0.6	-0.2
Star	0.1	0.4	-0.3	20	0.7	0.9	-0.2	0.5	0.7	-0.2	0.3	0.7	-0.4	0.2	0.2	0.0	0.3	0.3	0.0	0.8	1.0	-0.2
Tainui Live	*	*	*	*	*	0.4	*	*	*	*	*	0.3	*	*	*	*	0.1	0.1	0.0	0.1	0.1	0.0
The Hits	13.0	12.7	0.3	6	10.6	11.6	-1.0	10.0	12.7	-2.7	9.8	11.1	-1.3	2.1	1.7	0.4	2.4	1.5	0.9	10.0	12.8	-2.8
The Sound	13.7	14.5	-0.8	4	8.7	10.8	-2.1	12.1	12.7	-0.6	11.1	11.9	-0.8	3.9	2.7	1.2	1.7	2.3	-0.6	13.7	14.0	-0.3
Today FM*	3.0	4.2	-1.2	14	2.7	4.6	-1.9	2.3	3.8	-1.5	1.8	4.1	-2.3	0.7	1.5	-0.8	0.5	1.0	-0.5	4.4	5.4	-1.0
ZM	19.1	17.8	1.3	1	10.1	9.8	0.3	15.3	15.4	-0.1	16.6	16.1	0.5	5.3	5.2	0.1	4.3	4.4	-0.1	16.8	16.0	0.8
MediaWorks Combo	72.2	71.5	0.7		60.2	59.8	0.4	67.8	67.9	-0.1	52.9	58.1	-5.2	24.9	27.2	-2.3	12.5	14.4	-1.9	74.7	78.2	-3.5
NZME Combo	64.7	66.8	-2.1		46.1	50.8	-4.7	53.3	59.1	-5.8	51.6	57.3	-5.7	20.5	20.6	-0.1	15.5	16.2	-0.7	62.8	64.6	-1.8
All Commercial Radio	119.5	119.7	-0.2		98.1	99.5	-1.4	109.3	110.7	-1.4	95.5	99.4	-3.9	42.8	44.5	-1.7	25.6	28.6	-3.0	117.0	119.8	-2.8

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Humm FM (from S4 2022)

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# TAURANGA COMMERCIAL RADIO - SURVEY 4 2022

Average Time Spent Listening (hh:mm) by Demographic, Mon-Sun 12mn-12mn

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	All 10+			People 10-24			People 18-39			People 25-44			People 25-54			People 45-64			People 55-74			MGS with Kids		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	8:40	7:20	1:19	5:53	2:56	2:57	9:10	5:36	3:34	10:29	5:50	4:38	8:16	5:12	3:03	8:18	8:04	0:14	8:53	9:40	-0:47	4:11	4:17	-0:05
Coast	8:06	7:30	0:35	4:28	4:29	-0:00	4:12	3:55	0:17	1:37	2:18	-0:41	3:29	3:46	-0:16	6:18	6:23	-0:04	12:23	12:12	0:11	2:37	4:47	-2:10
Edge	4:36	5:09	-0:32	3:10	4:40	-1:30	4:21	4:49	-0:27	6:24	5:42	0:42	5:38	5:38	-0:00	3:45	4:56	-1:10	5:36	4:59	0:37	4:22	4:13	0:08
Gold	10:01	9:34	0:26	0:43	0:45	-0:02	7:37	9:53	-2:15	9:04	9:30	-0:26	12:10	10:58	1:12	16:41	15:49	0:51	13:27	13:13	0:14	28:15	28:45	-0:29
Gold Sport**	1:53	1:30	0:23	0:41	0:44	-0:02	*	0:30	*	*	0:30	*	2:30	1:49	0:40	3:38	3:18	0:20	3:55	3:38	0:17	2:30	2:30	0:00
Life FM	4:32	3:05	1:27	2:58	1:22	1:35	2:37	2:33	0:03	0:42	3:08	-2:26	3:26	4:14	-0:47	7:55	7:24	0:31	8:30	8:49	-0:19	4:04	3:40	0:24
Magic	8:57	10:10	-1:12	1:49	1:54	-0:05	2:01	1:56	0:04	1:31	1:28	0:02	4:04	3:13	0:51	6:28	10:05	-3:36	9:48	11:55	-2:07	3:32	2:15	1:16
Mai FM	4:32	4:52	-0:19	4:19	4:09	0:09	5:30	5:14	0:16	4:52	5:12	-0:19	4:59	5:36	-0:36	6:07	6:43	-0:36	1:17	1:35	-0:17	5:35	5:29	0:06
Moana Radio	2:31	2:48	-0:17	1:07	1:00	0:07	5:19	5:29	-0:09	5:19	5:29	-0:09	4:39	5:29	-0:50	1:30	*	*	17:00	21:15	-4:15	*	*	*
More FM	8:15	8:12	0:03	2:49	4:08	-1:18	9:05	7:49	1:15	11:53	8:23	3:29	9:38	8:11	1:27	9:40	11:32	-1:51	13:16	15:21	-2:05	4:23	4:30	-0:07
Newstalk ZB	10:23	10:57	-0:33	0:49	1:29	-0:40	2:46	3:14	-0:27	4:26	5:15	-0:48	7:39	7:56	-0:17	8:19	9:50	-1:30	10:32	12:16	-1:43	3:38	5:58	-2:20
Radio Hauraki	5:01	5:47	-0:45	4:14	3:00	1:14	6:32	4:47	1:45	3:56	4:22	-0:25	5:48	6:17	-0:28	8:05	11:25	-3:19	2:41	10:41	-7:59	5:55	5:01	0:54
Rhema	1:48	8:01	-6:12	3:32	3:28	0:04	*	5:00	*	1:15	3:19	-2:04	1:15	3:19	-2:04	0:58	22:12	-21:14	1:47	14:45	-12:58	1:00	2:22	-1:21
Rock	8:43	8:30	0:12	7:53	5:16	2:37	10:30	9:36	0:53	8:28	10:52	-2:24	8:35	10:22	-1:46	11:01	8:52	2:09	11:05	8:50	2:14	7:24	8:06	-0:42
SENZ Sport	5:58	8:05	-2:07	*	*	*	*	*	*	*	*	*	*	*	*	3:36	6:43	-3:07	6:24	9:33	-3:09	*	*	*
Star	8:10	11:46	-3:36	*	*	*	*	*	*	*	*	*	*	*	*	0:45	0:45	0:00	8:10	6:10	1:59	*	*	*
Tainui Live	1:00	0:37	0:23	1:00	0:42	0:17	2:00	2:00	0:00	*	*	*	*	0:30	*	*	0:30	*	*	*	*	*	0:30	*
The Hits	7:19	6:14	1:04	8:07	7:02	1:05	6:17	7:02	-0:45	5:07	5:25	-0:18	7:08	5:45	1:23	8:20	5:57	2:22	6:31	5:59	0:32	7:55	5:43	2:12
The Sound	9:41	9:06	0:34	8:38	2:24	6:14	13:27	7:33	5:54	5:01	7:23	-2:21	5:10	6:10	-1:00	9:29	9:09	0:20	17:07	15:41	1:25	6:53	6:03	0:50
Today FM*	7:55	7:52	0:02	*	0:15	*	*	7:45	*	3:00	4:15	-1:15	2:55	5:28	-2:33	3:27	4:37	-1:09	7:25	7:39	-0:13	3:36	7:46	-4:09
ZM	6:50	5:58	0:52	6:07	5:23	0:44	5:11	5:05	0:06	5:23	5:26	-0:03	7:15	6:10	1:05	9:06	7:09	1:57	4:44	4:16	0:28	5:07	3:38	1:29
MediaWorks Combo	11:29	11:40	-0:11	8:51	7:09	1:41	12:22	11:36	0:46	11:26	12:21	-0:54	10:32	11:13	-0:41	11:42	12:18	-0:35	14:48	15:46	-0:58	7:41	7:48	-0:06
NZME Combo	10:26	10:14	0:11	7:27	7:02	0:25	6:30	6:41	-0:11	6:04	6:41	-0:37	9:02	8:26	0:36	11:47	11:27	0:20	12:18	13:05	-0:46	9:46	8:23	1:22
All Commercial Radio	15:36	16:13	-0:37	13:21	12:39	0:41	14:19	14:46	-0:27	12:23	13:38	-1:14	13:36	13:53	-0:16	16:41	17:10	-0:28	18:39	20:16	-1:37	12:02	11:53	0:08
Potential (000)	189.0	189.0	0.0	37.0	37.0	0.0	54.1	53.9	0.2	53.1	53.1	0.0	80.2	80.2	0.0	53.9	53.9	0.0	51.2	51.2	0.0	30.1	27.2	2.9
Sample	808	860	-52	107	119	-12	156	159	-3	165	172	-7	266	281	-15	225	248	-23	276	300	-24	116	113	3

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Humm FM (from S4 2022)

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022



# TAURANGA COMMERCIAL RADIO - SURVEY 4 2022

Average Time Spent Listening (hh:mm) by Daypart, People 10+

Survey Comparisons: 3/2022 - 4/2022

This Survey Period: Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Nov 12 2022

Last Survey Period: Sun Aug 29 to Sat Nov 6 2021 & Sun Feb 13 to Sat Jun 18 & Sun Jun 26 to Sat Sep 3 2022

	This	Last	+/-
Potential (000)	189.0	189.0	0.0
Sample Size	808	860	-52

	Breakfast			Morning			Afternoon			Drive			Night			Mid Dawn			Weekend		
	Mon-Fri 6am-9am			Mon-Fri 9am-12md			Mon-Fri 12md-4pm			Mon-Fri 4pm-7pm			Mon-Fri 7pm-12mn			Mon-Fri 12mn-6am			Sat-Sun 12mn-12mn		
	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-	This	Last	+/-
Breeze	3:16	2:35	0:40	4:14	3:12	1:02	3:57	2:37	1:20	1:22	1:17	0:04	0:52	0:56	-0:03	2:14	2:07	0:07	3:02	3:18	-0:16
Coast	3:06	3:07	-0:01	4:07	3:27	0:40	3:41	3:46	-0:04	2:21	2:08	0:12	1:46	1:59	-0:13	0:28	0:28	0:00	3:40	3:28	0:11
Edge	1:29	1:52	-0:22	2:15	1:57	0:17	2:32	2:22	0:10	1:29	1:51	-0:22	1:38	1:44	-0:05	0:43	1:26	-0:43	1:44	1:52	-0:07
Gold	3:51	3:18	0:33	5:11	4:40	0:31	5:04	4:26	0:37	2:07	2:00	0:07	0:53	1:06	-0:13	2:51	4:01	-1:09	3:24	3:13	0:10
Gold Sport**	1:56	1:30	0:25	1:00	1:00	0:00	*	*	*	1:45	0:56	0:48	0:15	0:15	0:00	*	*	*	0:37	0:31	0:05
Life FM	2:08	1:42	0:25	1:13	1:18	-0:05	1:28	1:36	-0:07	1:15	1:07	0:08	1:31	0:22	1:09	7:15	*	*	2:28	2:15	0:12
Magic	2:38	2:54	-0:15	2:51	3:17	-0:25	4:26	4:47	-0:21	2:12	2:08	0:03	1:23	1:34	-0:11	1:54	1:05	0:49	4:06	4:27	-0:21
Mai FM	2:20	2:16	0:03	1:37	1:45	-0:08	2:04	2:11	-0:07	1:06	1:01	0:04	0:38	1:00	-0:21	0:51	1:05	-0:13	1:46	1:46	0:00
Moana Radio	0:57	0:59	-0:01	1:00	1:23	-0:23	1:18	1:47	-0:28	0:46	0:47	-0:01	*	*	*	*	*	*	1:23	1:27	-0:04
More FM	3:02	2:35	0:27	3:48	3:53	-0:05	3:40	3:46	-0:05	2:02	2:03	-0:00	1:16	2:07	-0:51	3:00	3:18	-0:18	6:01	5:20	0:41
Newstalk ZB	4:13	4:18	-0:05	2:22	2:25	-0:02	2:27	3:00	-0:33	2:40	2:43	-0:02	3:53	3:42	0:11	4:03	4:04	-0:00	3:27	3:32	-0:04
Radio Hauraki	2:17	2:53	-0:35	2:52	3:19	-0:26	3:35	3:12	0:22	1:43	1:37	0:06	0:57	0:48	0:08	1:30	1:52	-0:21	1:36	1:58	-0:21
Rhema	1:19	4:51	-3:31	0:19	0:50	-0:30	0:38	2:05	-1:27	2:37	3:08	-0:30	0:39	0:21	0:18	2:52	2:53	-0:00	1:06	5:19	-4:13
Rock	4:14	3:01	1:12	3:47	3:21	0:25	4:48	4:42	0:05	2:04	1:46	0:17	0:49	1:05	-0:16	0:57	1:00	-0:03	2:51	3:33	-0:42
SENZ Sport	1:22	1:29	-0:06	3:12	4:46	-1:33	5:21	4:38	0:43	*	*	*	*	*	*	*	*	*	5:14	4:47	0:26
Star	7:00	4:49	2:10	2:21	2:19	0:01	4:45	6:44	-1:59	1:00	2:44	-1:44	2:17	2:16	0:00	2:00	2:00	0:00	3:29	3:42	-0:13
Tainui Live	*	*	*	*	0:30	*	*	*	*	*	0:30	*	*	*	*	2:00	2:00	0:00	0:15	0:15	0:00
The Hits	2:24	2:21	0:03	2:41	2:45	-0:03	3:56	3:01	0:54	1:42	1:24	0:18	1:00	0:59	0:01	1:44	1:29	0:14	2:41	2:06	0:34
The Sound	2:31	2:44	-0:13	4:10	3:02	1:08	5:07	4:31	0:36	2:09	1:54	0:14	2:17	2:52	-0:34	0:47	1:09	-0:21	3:17	3:03	0:14
Today FM*	4:32	3:52	0:40	3:20	3:14	0:06	2:16	2:36	-0:20	1:11	1:33	-0:22	1:52	2:51	-0:58	9:45	5:13	4:32	3:07	3:23	-0:16
ZM	2:21	2:11	0:09	2:24	1:56	0:28	2:24	2:18	0:05	1:39	1:36	0:03	1:43	2:00	-0:16	0:57	1:02	-0:04	2:35	2:05	0:30
MediaWorks Combo	3:16	3:13	0:03	4:01	3:57	0:03	4:42	4:30	0:12	2:13	2:11	0:02	1:28	1:46	-0:17	1:52	1:54	-0:02	3:39	3:56	-0:16
NZME Combo	3:22	3:22	0:00	3:25	3:19	0:06	3:40	3:37	0:03	2:13	2:10	0:02	2:24	2:27	-0:02	2:35	2:41	-0:06	3:11	3:06	0:04
All Commercial Radio	4:03	4:03	-0:00	4:22	4:22	0:00	5:05	5:07	-0:01	2:34	2:41	-0:06	2:11	2:19	-0:07	2:35	2:34	0:00	4:21	4:35	-0:13

MediaWorks Combo: Breeze, Edge, Magic, Magic Talk (until 20th March 2022), Mai FM, More FM, Rock, The Sound, Today FM (from 21st March 2022), or internet only listening to George FM, Humm FM (from S4 2022)

NZME Combo: Coast, Gold, Gold AM (until Sun 26 Jun 2022), Gold Sport (from Mon 27 Jun 2022), Newstalk ZB, Radio Hauraki, The Hits, ZM, or internet only listening to Hokonui, Flava

\*Today FM includes Magic Talk until Sun March 20 2022 / Today FM from Mon March 21 2022

\*\*Gold AM renamed to Gold Sport from Mon Jun 27 2022